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U. S. Department of Agriculture

DAHLIAS

THE MONARCHS OF THE FLOWER WORLD

1938



ADA HOFFMAN

Description on page 4

ALBERT PARRELLA
DAHLIA GARDENS

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To My Friends . . . Greetings:

It is with pleasure that I present you with this, my Dahlia Catalog for 1938. Your generous and kind support is thoroughly appreciated and inspires me to continued effort to make available to you only the best.

This catalog would not be complete if I were not to take advantage of the opportunity to thank you for your many letters telling of various successes obtained from stock purchased from me. I am grateful to those who have been able to visit my gardens as well as those who have inspected my exhibits at the American Dahlia Society Shows, and many other shows we attend, because I feel my dahlias speak best for themselves.

To those who are familiar with my stock, no introduction is necessary and you have my pledge that the same quality will not only continue but improve if such is possible. To those who have not tried my service this is an invitation, an invitation that may prove a real opportunity for you to realize something you may not have been able to obtain elsewhere and no order is too small nor is any contract too large, I am pleased to serve you.

ALBERT PARRELLA.

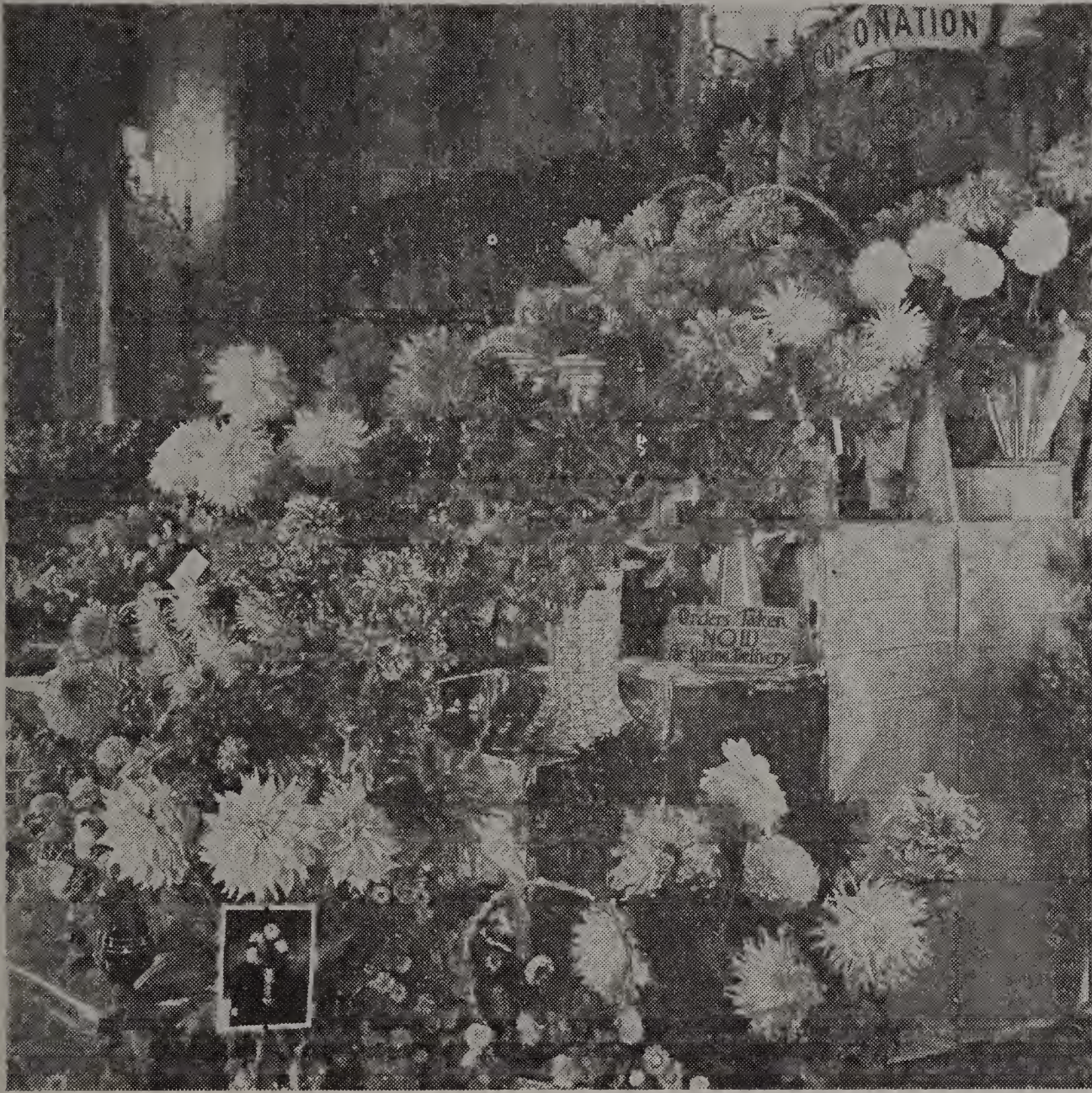
IMPORTANT NOTICE — DO NOT OVERLOOK

Due to the limited space we are compelled to be brief with our descriptions. However, we want our patrons to know that the varieties listed in this Catalog are either Honor Roll, Certificate Winners, or has proven with us to be truly outstanding. Not only that, but the varieties offered are reliable in every respect, good growers, fine producers, insect resisting foliage and most of them are of large size blooms, and true prize winners. If you are interested in large size dahlias, you surely are not going wrong by ordering from us. This may be of interest to you to know that we do not force our dahlias for size, but we are gratified to know that our customers secure the lion's share of prizes at the Show.

FOREWORD

*Dear reader in this little book,
I've tried to bring to you,
A story of the "DAHLIA" great,
Of every color and hue.
And here among my offerings,
You'll find the very best,
Of all the latest Dahlias,
That will always stand the test.
Here's "Princess" and "Bittersweet",
Two Dahlias hard to beat,
Which last year "copped" the ribbons,
And are due now to repeat.
Here's "Mrs. James Roosevelt" and "Director Howe",
With color and texture true;
And when it comes to "sizes",
The "Cup's" will come to you.
My prices are fair and modest,
Throughout this book you'll find;
Just send me a sample order,
And I'll have your business next time.*

Through the courtesy of our good friend, Mr. Clineley P. Miller, of Richmond, Virginia.



Our FIRST PRIZE Winning Display at the Hotel Pennsylvania, of the AMERICAN DAHLIA SOCIETY SHOW, New York City, September, 1937.

RETROSPECTION BY J. E. JOHANN:

*At Evening tide when day is done,
And shadows fall with the setting sun;
You'll feel content if you realize,
That Life's made up of smiles and sighs.
A day may be filled up with joy
You'll shout with glee and say "oh boy";
But you don't know about Tomorrow,
Which may bring heart-aches and much sorrow.
So when Joy reigns and you can smile,
On things you did that were worth while;
You'll face all grief like a manly man,
With the unfailing weapons "I Will and Can".
And when you've learned the Game of Life,
Made up of smiles and battling strife;
You'll get much pleasure from all you do,
And gladden the hearts of others, too.*

Through the courtesy of our good friend, Mr. J. E. Johann, of Milwaukee, Wisconsin.

Your garden won't look like it should be buried, instead it will be reborn,
if in fall, instead of dead weeds, with dahlias it is adorned.

Our 1938 Dahlia Introductions from our Gardens, and other Growers,
are among the most complete and outstanding, for size and beauty.

ADA HOFFMAN (Parrella, Blamer—Hulin) I. D.—A beautiful golden color dahlia which attracted plenty of attention at the New York Dahlia Show of the AMERICAN DAHLIA SOCIETY. This dahlia was selected by Miss Ada Hoffman, daughter of Governor Hoffman of New Jersey, and named in her honor. The selection was made among many dahlia seedlings at the Show. The Ada Hoffman dahlia is unquestionably very outstanding. Blooms average 10 inches or more and are of perfect formation. Height of plant 4 to 5 feet. Very attractive foliage and insect resisting. A perfect stem. On Mr. Johnston's and Mr. Barron's Honor Roll. Owing to the limited stock we offer plants only. **Plants only \$7.50**

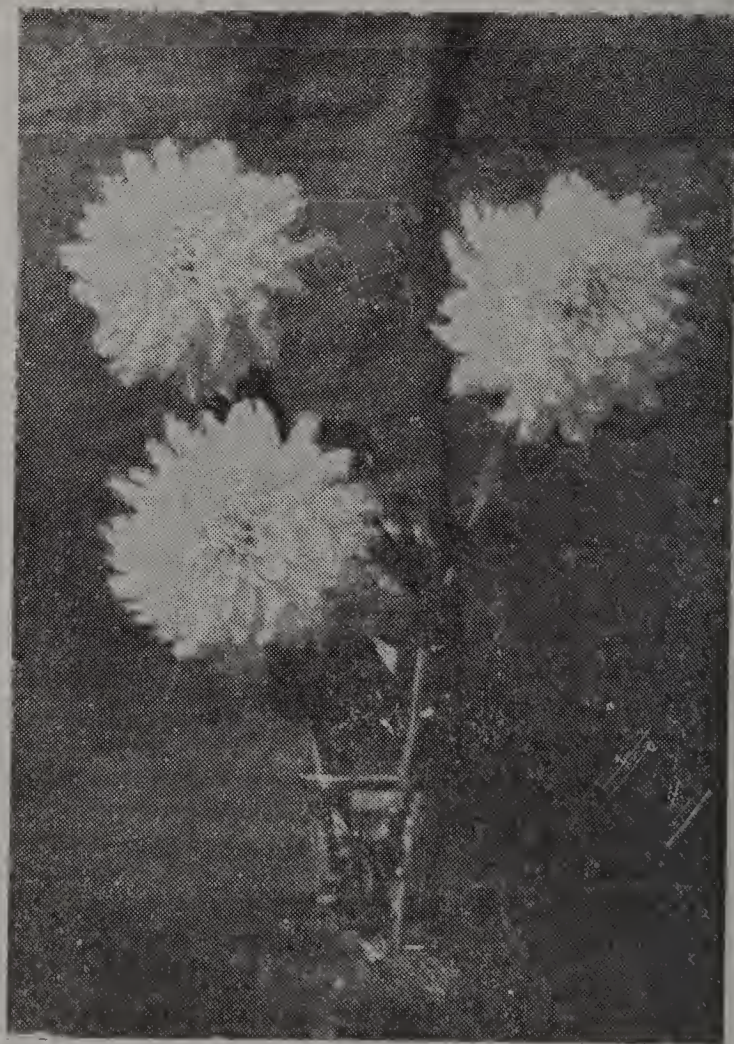
PHYLLIS KNIGHT (FitzGerald-Parrella) I. D.—A dahlia of gigantic size 12 to 15 inch bloom, unusual color, the beauty is not only in its size, but also its color. It is a salmon and rose pink. The giant blooms are borne on cane like stem, blooms facing. Has fine growing habits, an open grower with dark green foliage, insect resisting. Height of plant 5 to 6 feet. This dahlia took many prizes this past season. **Plants \$7.50**

G. W. HUTCHINSON "Australia" (Parrella) — Straight Cactus, with the back petals falling down so as to give a complete ball contour to the flower. Pure rich chrome throughout. Very little fading. A very beautiful dahlia in color and form while it is very large in size it doesn't detract from its beauty. We predict a very bright future for this unusual dahlia. Blooms are borne on very fine stems. An early and free bloomer with light green insect resisting foliage. Height of plant 4 to 5 feet. **Plants only \$5.00 Net**

ELIZABETH MILLS CALKINS

I. D. (Calkins-Salbach—A medium sized dahlia. Color, pure white. An excellent cut flower variety, and fine grower with insect resisting foliage. A Certificate Winner at Storr's Trial Ground. Never before such a lovely dahlia has been bought for less than ten dollars per root. Stock hasn't been propagated, but the originator has been growing this variety for a number of years, so that there is enough root stock on hand to supply any demand, and that is the reason for such a low price. On Mr. Barron's Honor Roll.

Roots \$1.50 Net



ELIZABETH MILLS CALKINS

DIRECTOR MARSHALL A.

HOWE (Parrella-Hulin-Blamer)

F. D.—This dahlia received "An Award of Honor" at the Georgia Experimental Station in 1937. In 1936 it was greatly admired at the N. Y. Botanical Garden under Seedling No. 500. We are herewith quoting the exact words of our Beloved friend, "Director Marshall A. Howe" in making the tour of the dahlia border he would pause before this seedling with its gorgeous blooms and say with a smile, "This is outstanding". This information came to us from a very reliable source. That is the reason we renamed this dahlia.



DIRECTOR MARSHALL A. HOWE

(We are herewith giving the description received from the GEORGIA TRIAL GROUND which corresponds exactly with this lovely dahlia.) **DIRECTOR MARSHALL A. HOWE.** Very attractive in form and color. Color—general effects velvety Tyrian—rose; in detail, the color is a cardinal red over-lying mulberry. The red fades as the end of the petal is approached, showing the undercolor of mulberry purple. To the whole flower there is a cast of rose cerise. The petals fall back almost to stem, giving a ball effect. The substance of the bloom is very durable, well withstanding hot fall winds. Prolific Stems, strong and slender, holding bloom facing, 5 inches to 8 inches above first leaves. Plant—vigorous, strong, medium tall. Foliage—abundant dark green and attractive. On Mr. Johnston's Honor Roll in **HOUSE BEAUTIFUL. Plants only \$7.50**

VIN WELL ROYALIST, (Blamer-Parrella-Hulin)—An Informal Decorative with a definitely twisted petal, deep lavender purple tending to violet; definitely violet-purple in the center. Blooms average 12 inches or better, with great depth, facing on fine stem. A fine grower and free bloomer. Winner of several Blue Ribbons at the different Shows, height of plant 5 to 6 feet. **Roots \$10.00 Plants \$5.00**

RUTH DENNING, (Cox-Parrella)—Formal Bi-Color. White tipped with rich rosy crimson about one-fifth to one-quarter of the petal. A bright lively flower, the older petals take on an entire pale rose flush. Blooms average 8 inches to 9 inches and very attractive. A free and prolific bloomer, good stem and foliage. Height of plant 4 ft. On Mr. Barron's Honor Roll. **Roots \$7.50 Plants \$3.75**

If you like to have your garden looking beautiful during the summer and fall,
you will have to give them some thought now.

VIN WELL BITTERSWEET

(Blamer-Parrella-Hulin) I. D.

—Coppery red laid over amber.

A dahlia with an entirely new color and a perfect formation with huge blooms and great depth on the best of stems. A free and prolific bloomer and insect resisting foliage. Height of plant from 4 to 5 feet. We recommend this dahlia highly. Vin Well Bittersweet not only received several Blue Ribbons at the Wellston Show in Seedling class as well as color class, but also is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Barron's Honor Roll in THE FLOWER GROWER Magazine. Very much admired at our Gardens. (An excerpt from Reverend E. B. Moyer of Parkersburg, West Virginia.) Now we come to Vin Well Bittersweet, Mr. Parrella you have some flower there. This morning we took two blooms from that plant each nine inches across, excellent stems, as fine foliage as any dahlia could have, and the color is new and very pleas-

ing and satisfying. It is a true Bittersweet, that is more pronounced and lovely under light. Dr. Crooks and myself are both greatly delighted with it.

Roots \$10.00 Plants \$5.00



VIN WELL BITTERSWEET

SHELDON LOUISE (Boender-Parrella) I. D.—A very pleasing shade of dark cherry red, a shade between Man O'War and Oakleigh Monarch. Blooms average 10 to 12 inches on very fine stem, and is very attractive and beautiful. This dahlia has perfect growing habits with fine foliage. Won First Prize in Boston in 1936 as well as a Special Gold Medal there.

Clumps \$15.00 Roots \$7.00 Plants \$3.00

CORONATION (Pike-Parrella) I. D.—True type. Deep dark purple with velvety sheen; reverse of the center showing very dark color. The petals are rather large but have grace. The formation is perfect. Blooms average 10 to 11 inches in diameter with a very good depth. The foliage is very attractive, and insect resistant and has a tendency to fall gracefully like a willow tree. Height of plant 5 ft. On Mr. Barron's Honor Roll. Roots \$5.00 Plants \$2.50

PRIDE OF SHADOWBROOK (Roy-Chappaqua Gardens) S. C.—A true exhibition type of rare coloring; salmon rose going to rich canary yellow at the center. Blooms are uniformly large and have a perfect center throughout the season. Early and free flowering. Blooms are held facing in an ideal position. A tall grower, extra long stems, most luxuriant foliage. A distinct novelty that will be in great demand when it becomes known. In type of Amelia Earhart, but larger. On Mr. Barron's Honor Roll.

Strong division \$15.00 Plants \$5.00

KATIE K. I. D. (Lakeside Gardens)—A clear pink, of large size on long stems. I think it is the greatest exhibition pink since Kathleen Norris. A certificate winner and it will win for you if you grow it in 1938.

Plants \$2.50 Net

For thrills get my Super dahlia seeds.

AUDREY E. SCHMIDT (Parrella-Hulin-Blamer) I. D.—Deep rosy lavender, flecked with tones of the same, streaked with violet maroon. A dahlia of unusual color which attracted a lot of attention at our Gardens. Blooms 10 inches or better, facing sideways on fine wiry stems. A prolific bloomer, with insect-resisting foliage. Plant averages from 5 to 6 ft. in height with very good branching habits, an open grower. On Mr. Barron's Honor Roll.

Plants \$5.00



AUDREY E. SCHMIDT

MRS. WILLIAM S. KNUDSEN I. D. (Dixie Gardens)—Color, pure white, 6 to 7 feet. Heavy insect resisting foliage. Bloom 10 x 12 x 7. On Mr. Barron's Honor Roll and won many prizes in undisseminated class. Scored 85. Plants \$3.00 Net

VISITORS ARE WELCOME

You are cordially invited to bring along as many friends as you possibly can to my gardens at any time after August 15th and see this magnificent sight. You are under no obligation to buy, but welcomed and I will be as happy to see you as you will be to see this magnificent collection of gorgeous massive flowers in all of the colors, shades, and tints of the rainbow.

I will have over 300 varieties, most of them Honor Roll dahlias, as well as many promising seedlings, and many new ones sent by other growers for trial and that have not been released for sale as yet, as well as many new novelties.

DIRECTIONS FOR REACHING PARRELLA DAHLIA GARDENS

New York City, Brooklyn and Long Island customers can easily reach my place by taking Lexington Avenue (White Plains) Subway to 180th Street Station (Morris Park Avenue), where station connects directly with N. Y. Westchester & Boston R. R. train to BAYCHESTER station LOCAL train.

By auto follow the Boston Post Road to Grace Avenue, here turn east for 500 feet, and you are in the center of my gardens.

Green, black and blue dahlias as yet don't exist. Any other color? Sure, you'll find it in my list.

MRS. B. E. BURHELD "Australia"

(Parrella) I. D.—Light flock purple, reverse streaked white petals very twisted, cerated tips. A large dahlia of exceptional beauty with good depth. Blooms average 10 inches or more facing on best of stem. An open grower and free bloomer. Good branching habits and fine foliage, height of plant 6 ft.

Plants \$5.00



MRS. B. E. BURHELD

MRS. C. E. WILDON F. D. (Dixie Gardens)—Color, Scarlet red, orange reverse, 6 x 10, heavy, leathery, foliage, and prolific. Good stems, bush 4 feet. On Mr. Barron's Honor Roll. Scored 86.6 at East Lansing in 1937.

Plants \$3.00 Net

MINIATURE DAHLIAS

We are introducing to you two lovely Miniatures: **LITTLE PAL** and **ZEE**. With us, they have performed wonderfully, and there is no question they will do the same for you. A Blamer-Parrella-Hulin introduction.

LITTLE PAL Min. F. D.—2½ x 1½—Bush 2½ feet. Color, yellow base, heavily overlaid rose, tipped deeper rose. Flower assumes rose two tone effect when viewed at a little distance. Prolific bloomer on excellent stems. **Roots \$2.00**

ZEE Min. Ball 2½ x 2—Bush 4 feet. Color straw yellow, tipped and overlaid bronzy lavender, giving flower a rich chrome appearance. Long bare stems, and a wonderful bloomer. **Roots \$2.00**

1937 INTRODUCTIONS

AMERICAN PURITY (J. Nuneviller)—Glistening white. True semi-cactus type with absolutely straight stems which are in proportion to the size of the huge blossoms and clean foliage. Having good substance, it can easily be carried to the Show Room in perfect condition. An Honor Roll Dahlia of great merit. Height, 5 feet. **Roots \$7.50 Plants \$3.75**

BRIGHT STAR S. C. (Sigismondi-Parrella)—Color, canary yellow. A dainty form dahlia, and very attractive. A fine grower and a wonderful bloomer. This variety has captured many prizes in different Shows. Height, 4½ feet. **Roots \$4.00**

DON WILSON (Jeffords-Parrella) I. D.—This giant dahlia received a Certificate at the East Lansing Trial Ground under Seedling No. 32, with the following description. Color, basic color colonial buff, tinted roseland purple to tyrian pink; reverse almost white. Flower habit, late. Date of first bloom, Sept. 20th. Substance, good. Stem 12-15 inches; thick, strong, flowers facing. Habit of growth, strong, erect branching. Health, good. Diameter of blooms, 8-10¼ inches; depth, 5¼-6 inches. Height of plant 5 feet; spread 4 feet. Don Wilson was named in "honor" of the great radio announcer. **Roots \$5.00 Plants \$2.50**

FREIDA GEORGE I. D. (Australia)—One of the most beautiful dahlias we had the pleasure of growing. The color is helio and cream, and one has to see it to fully understand the delicate color. The blooms are large on wonderful stems. One of the very best. This variety won many prizes this past season throughout the country. Height, 5 feet. **Plants only \$2.50 Net**

FIREBALL (Bissell) F. D.—Color, a brilliant scarlet which does not burn or fade. The foliage is heavy and absolutely insect-resisting. Honor Roll and Certificate of Merit. Winner of three Blue Ribbons in formal decorative classes. Height about 5 ft. **Roots \$5.00 Plants \$2.50**

GOLDEN BEAUTY I. D. (Silvernale-Oakleigh)—We are using the description given by Mr. I. W. Johnston in the "House Beautiful" Magazine. We believe this description fits to a "T" to this marvelous dahlia. Is an informal decorative, just naturally big. Blooms from twelve to fourteen inches off the same plant. Seven feet tall and with facing flowers of a lovely rich golden shade. One of the finest centers I have ever seen on a dahlia, which means it will stand lots of pushing. Incidentally, a seedling of Jane Cowl-Bing Crosby. With all its size, a truly beautiful dahlia that will make all the giant informal decorative step. A certificate winner, and on three Honor Rolls. A real dahlia. **Roots \$10.00 Plants \$5.00**

GREATER GLORY Cactus, (Salem)—One of the most beautiful and artistic Dahlias ever originated. The bush is very vigorous, growing 7 feet tall. An undefeated champion. **Plants only \$5.00**

HEATHER SPENCER (S. C. to I. D.)—An immense bloom of lemon yellow on cane-like stem. A sturdy growing plant with fine branching habits. An early and prolific bloomer. **Roots \$2.50**

INCANDESCENT (Weyer's-Parrella) I. D.—Color, rich rosy buff suffused yellow light old rose. Center, rich old rose, paling to light buff on outside of petals. High centered well formed flowers. Size of bloom from 10 to 13 inches in diameter. Blooms in great profusion. The huge blooms are held facing sideways on cane-like stems, well above the foliage. The plant is an open grower with insect resisting foliage. Incandescent is a Seedling of Jane Cowl, only larger in size and more beautiful in color and formation. Incidentally, this dahlia scored 85 at the East Lansing Trial Ground in 1936. Height of plant 6 feet. **Roots \$5.00 Plants \$2.50**

The Dahlia is the Queen of Autumn.

INDIAN PRINCESS C. (Kunzman Dahlia Gardens)—Heavy, exceptionally full blooms, 8 x 4½ inches, of the richest, bright Indian red; strong grower, covered with the immense, sparkling blooms on good stems. The finest of all red cactus dahlias. Height, 5 feet. **Roots \$5.00 Plants \$2.50**

LAVENDER FORT MONMOUTH I. D.—This fine specimen which is a sport from the original Fort Monmouth is truly a beauty. We had the pleasure of growing this variety last season and each bloom came true to color which is exceptionally lavender. The rest of the plant is the exact likeness of the original Fort Monmouth with the exception of the color. Height, 6 feet. **Roots \$3.50 Plants \$1.75**

MASON'S PURPLE BEAUTY F. D. (Mason)—This lovely dahlia which scored 85 at the East Lansing Trial Ground in 1936, is worth while to be planted in the best of Gardens. Color, purple, reverse whitish or silvery streaked. A prolific bloomer and an exceptionally fine grower. Blooms average from 9 to 10 inches. Height, 5½ feet. **Roots \$3.50 Plants \$1.75**

M. Col F. D.—A medium size dahlia. A beautiful tri-color flower. Yellow at the center shading to orange with silvery white tips. A fine grower and producer. Size of blooms, 5 to 6 inches in diameter. The blooms are erect on cane-like stems, facing sideways. We believe this dahlia will make a wonderful commercial variety, as the blooms have a fine lasting quality after it is cut. Height of plant 4 feet. **Roots \$1.50 Plants \$.75**

MRS. JAMES ROOSEVELT, Note: See description and photo on back cover.

TEN BRIEF SUGGESTIONS TO THE AMATEUR ON HOW TO GROW BETTER DAHLIAS

1. Select easily grown varieties and those giving full satisfaction.
2. Prepare the selected planting spot well and place the supporting stake.
3. Dig a hole, next to the stake, about 10 inches in diameter and 7 to 8 inches deep, and place one handful of bonemeal in the hole, or any other recommended fertilizer and mix thoroughly with the soil before planting.
4. Place roots in flat position with the sprout or "eye" facing upwards. Cover lightly with about 2 inches of soil. In doing this be careful not to damage the sprout. As the plant grows, fill around the stem with soil.
5. Do not plant too early. At times, too early planting spoils good roots. I would suggest planting from June 1st on, except in climates where a short growing season is prevalent. In that case use your own judgment.
6. Keep the soil well cultivated throughout the season, and prevent weeds from outgrowing the plant.
7. Water plants during hot weather at least once a week. Do not merely sprinkle them, but soak them. This must be done after sundown.
8. Tie the plant to the supportive stake with soft cord, at distance of 12 inches apart. This is done as an added security against destruction by wind and storm. Spray with any reliable parasiticide at least once every two weeks.
9. About August 1st, scatter, a handful of bonemeal about 6 inches around the stem and rake it gently into the soil. Other fertilizers may be used if desired. Do not use excessive amounts of fertilizer as injury to the roots will result.
10. About August 15th, the same treatment as above is applied. Disbudding at this time aids in the formation of bigger and better flowers and longer stems. This should insure good results. If any other information is desirable, I will gladly forward you the same.

MISS OAKLAND (Oakleigh-Lake-side) F. D.—Grow this pure white, formal decorative dahlia next year. Thrill to the joy of A NEW CHAMPION. Grown and tested during the past 4 years by scores of reputable amateur and commercial growers from coast to coast. Under all climatic conditions it has been unusually successful, both in the garden and on the exhibition table. A prolific bloomer. Perfectly formed flowers 7-9 inches in diameter by disbudding, or 5-7 inches if grown naturally. Stems, 12-30 inches long, holding the blooms in an erect facing position. Unexcelled for cut flower or exhibition, with full-centered blooms, always. Plant growth, healthy, vigorous, insect resisting foliage.

Roots \$5.00 Plants \$2.50



MISS OAKLAND

MISS OHIO Incurved Cactus (Frank's Dahlia Gardens)—Color, Lilac Rose. It is an easy grower, early bloomer, good root maker and seed producer. This variety is good for exhibition as well as cutting. Winner of many prizes. Height, 4 feet. **Plants only \$2.50**

ROBERT L. RIPLEY I. D. (Salem)—Rhodamine purple with rose suffusions throughout the entire bloom. This dahlia is of immense size on a strong stem. Has been grown 16 x 12 inches. Many first prizes at both National Shows, Chicago and other exhibitions. Created a sensation wherever shown. Will develop a full flower from a cut bud not even showing color. "Believe It Or Not." **Plants only \$5.00**

THERESA ANN Formal (Wallace)—The color of this variety is an unusual shade of scarlet red, although the color stands out with great brilliancy, it blends better with all the autumn shades than any red I know. Blooms average 9 inches on fine stem. Height 4½ feet. **Roots \$5.00 Plants \$2.50**

VIN WELL PRINCESS (Blamer-Parrella) F. D.—A large deep full flower held on cane-like stems above a healthy rugged bush. The color is unusual as near as we can see it without the aid of technical charts. Color is a lilac pink, overcast with a transparent sky blue sheen. A very beautiful dahlia that will lend pep to the Autumn shades. An early and prolific bloomer, fine lasting qualities. Blooms are of large size and keep well after it is cut. Height of plant 6 feet. **Roots \$5.00 Plants \$2.50**

We would appreciate very much if you print or write your name and address PLAINLY, in order to avoid confusion.

If you have tried to grow dahlias once and failed, try again.

These are some of the Foreign varieties that have performed very well for us. We do not hesitate to recommend them.

BAERNES S. C. (Ballego)—This is without doubt one of the best European novelties. The color is a striking carmine rose throughout the entire flower. The petals are pointed and the stems hold the blooms at a fine angle. This variety has fine branching habits. Height, 4 feet. **Plants \$1.00**

BALLEGO'S SURPRISE S. C. (Ballego)—One of the most beautiful whites. A Seedling of Frau O'Bracht which already has made a fine record and captured many prizes throughout the country. Height, 4 feet. **Roots \$2.00 Plants \$1.00**

CHASAMY F. D. (New Zealand)—This is one of the largest of this type, with long stems. Color, mauve pink. Watch this one for large flowers and fine growing habits. **Roots \$3.00 Plants \$1.50**

CLARA CARDER I. D. (New Zealand)—Certainly one of the best, and a great exhibition variety, of clear cyclamen pink; largest flowers on great stems. **Roots \$2.00**

DARCY SAINSBURY F. D.—One of the finest whites we ever grew. This dahlia came to us from AUSTRALIA. This is a champion, without exaggerating. The immense blooms are erect on cane-like stems, facing sideways. Height of plants 4½ feet. **Plants only \$2.50**

DAKOUPILS GIANT F. D. (Dakoupilova)—This is one of the outstanding dahlias, not only on account of its pleasing color but its giant blooms. The blooms average about 10 inches and over with very little disbudding. Color, an exquisite soft lilac rose. stems. Height, 5 feet. **Roots 75c**

DR. J. SCHEINER (S. C.)—A large formed flower resembling a huge chrysanthemum. Color, soft lilac overcast with a soft rose glow. Height, 5 feet. **Roots 75c**

FRANZ BERGER St. C. (Berger)—Another grand dahlia from Germany. Color is bright coral red. This dahlia will have many friends in the dahlia world. Height, 4 feet. **Roots \$1.50**

FROLICHE PFALZ (C.)—Brilliant purple with large white tips. A very fine Bi-Color, and medium size flower. Unusual in form and beauty. A great favorite everywhere. Height, 4 feet. **Plants only 50c**

FRAU IDA MANSFIELD S. C.—One of the most striking dahlias in the garden, and always greatly admired. The color is a clear lemon yellow. The petals are cleft giving in the effect of having double the number of normal petals, and the appearance of a very full flower. An early and profuse bloomer. Height, 4 feet. **Roots \$1.00**

FRAU MARIE KIPKE S. C.—Narrow pointed petals of bright orange-red, tipped yellow. A German novelty that is good for cutting. Height, 5 feet. **Roots \$1.00**

FRAU O'BRACHT S. C.—A clean cut, straight petaled flower of clear primrose yellow. Received A. D. S. Certificate of Merit. Height, 4 feet. **Roots \$1.00**

There is a great difference between the dahlia our father used to know and the modern dahlias.

GOLDEN AGE St. Cac. (Carlee)—Color, a golden orange, shading deeper towards the center, the outer petals having a tendency to incurve slightly. They are held facing sideways on exceptionally long, stiff stems. The plant is a strong, rugged grower, of self-branching habit, and exceptionally good dahlia when cut. Height, 4 feet. **Roots \$1.50**

MISS BELGIUM S. C.—Not a large flower but possessed of great beauty. Perfect cactus type of bright orange. Winner of Silver Challenge Cup in Holland for the best foreign novelty. Height, 4 feet. **Roots \$1.00**

MORAVSKY'S IDEAL I. D.—Color is spectrum red with veins of cream and gold. The petals are fine and pointed. This is a very large flower. Height, 6 feet. **Roots 75c**

POLICHINELLE (Pezan) S. C.—A very dainty French novelty that will make a host of friends when it is seen in bloom. Color, a soft mauve pink with a creamy white center, with a radiating effect. The blooms average 7 to 8 inches and are borne facing sideways on long firm stems. Winner of first class certificate from the French Dahlia Society. Height of plant 5 feet. **Plants \$1.25**

PRACHTKERL (Semi-Cac.)—Color, Empire yellow, with long, broad petals that curl and twist in a most enhancing manner to give the huge blooms great depth. They are held facing sideways, high and well above the heavy insect-resistant foliage, on long stems. Height, 4 feet. **Roots \$1.50**

RENATE MULLER Incurved Cactus (Germany)—One of the finest to date; large flowers on the best of stems. Color bright rose with pale yellow center. Height, 4 feet. **Roots \$1.25**

ROYAL BLACK S. C.—Another lovely European variety. Color, deep velvety red. A prolific bloomer with fine stem. Height, 5 feet. **Roots \$3.00 Plants \$1.50**

WHITE ABUNDANCE F. D. (Ballego)—Described by some critics as easily the best white for two years. Perfect stems and a prolific bloomer; hard to beat and one of the best. Height, 6 feet. **Roots \$2.00 Plants \$1.00**

A WORD ABOUT OUR DAHLIA PLANTS

We only offer plants of the most expensive varieties. You can secure plants at half the price of roots. Our plants are made from base-cuttings, and aren't over-propagated. We send out fine sturdy plants, well packed and **GUARANTEED** to reach you in perfect condition. If you take proper care of them you will not be disappointed. Our customers who have purchased plants from us in the past few years have been very well satisfied. Not only have our plants produced wonderful blooms for them, but also have secured good clumps. Plants will be shipped from May 1st on. If an early shipment is required, kindly advise.

TO GROW BETTER DAHLIAS, subscribe for the MID-WEST DAHLIA NEWS, a very fine publication, and should interest all dahlia growers. For more information, write to Mr. D. O. ELDREDGE, (Editor), 1040 Rutledge Street, Madison, Wisconsin.

For best results grow Parrella dahlias.

SPECIAL NOTICE

1. NOTHING but tried and selected tubers is sent out.
2. I PRACTICE treating my customers as I would want others to treat me.
3. I SELL my stock at prices that are within reason.
4. I AM NOT trying to grow every dahlia grown, but I am trying to present to the general public most of the varieties that are easily grown and give you full satisfaction.

OUR GUARANTEE

Finally, I fully guarantee my stock to be true to name and free from any slightest sign of disease. We will gladly replace any unsatisfactory stock if we are notified.

SHIPPING: We ship our dahlia roots from April 20th on. If an early shipment is desired, please specify the date with your order.

All orders are shipped prepaid by Parcel Post or Express with the exception of any order amounting to less than one dollar (\$1.00). Kindly add ten cents for postage.

SPECIAL OFFER

Our SPECIAL OFFER in the past years have met with such great popularity with our customers that we are continuing with same.

We have only changed it so that our customers may select the variety they would like best. With any retail order amounting from \$5 to \$10, you may select 15% additional stock FREE. With any order from \$10 to \$25, you may select 25% additional stock FREE. Orders amounting over \$25, you may select 33 $\frac{1}{3}$ % of additional stock.

With any order amounting to less than \$5.00, we usually include an extra root free.

These offers do not include our Special Combinations. Seeds, Trade Discounts and Varieties marked net.

Chicago, Illinois.

My Dear Mr. Parrella:—

I am indeed happy to report to you that "Julia Irene" made her debut exactly two months after she was planted. I planted the tuber June 1st, and August 1st, she put in her appearance. The flower measured 9 $\frac{1}{2}$ inches across, plant 5 feet tall, very vigorous, stem as stiff as cane. The color was gorgeous, there are more buds on it. I am so thrilled with the success of it as you know I'm but an amateur at dahlia growing. Sincerely Yours,

Union City, New Jersey
April 22nd, 1937.

Dear Mr. Parrella:—

I received your very nice letter, and I must say again that you are the fairest man anybody could deal with, and I'll say it pays in the end. Sincerely Yours,

EDITH CORGILL

General List of Standard Varieties

The varieties listed herein are positively the best stock that can be procured anywhere, at any price, as these tubers are not forced, or from over propagated stock, and are GUARANTEED to be true to name, healthy, and full of life, vim, and vitality.

KEY TO ABBREVIATIONS: F. D.—Formal Decorative; S. C.—Semi-Cactus; I. D.—Informal Decorative; St. C.—Straight Cactus.

ADIRONDACK SUNSET (Cackener-Parkway) I. D.—Color, a deep vivid scarlet, shading to a bright canary yellow at the base. The petals are long and broad, forming a high, tight, rose-like center, showing the deep gold reverse of petals. Height, 5 feet. **Roots \$1.25**

ADORABLE I. D. (Angell-Parkway)—Color, a vivid peach, shading to an orange yellow glow at the center. The petals are long and broad and gracefully twist near the tips, giving the large flowers a star-like effect. Height, 5 feet. **Roots \$1.50**

AGNES L. YOUNG (Young) I. D.—This is one dahlia that deserves a trial. Color, red with gold tips. The huge blossoms stand erectly on fine stems. Never droops. Height, 4½ feet. **Roots 75c**

ALYCE MARIE GALVIN F. D.—A beautiful white with faint tones of cameo pink on outer petals. 11 inch flower awarded. Certificate of Merit at Storr's. Height, 5 feet. **Roots 50c**

AMELIA EARHART S. C.—Color, apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of large size, better stems and with more gold and less rose shadings. Height 5 feet. **Roots \$1.00**

ANGELO ROSSI F. D.—The color is the most beautiful, and it is a fine all-around flower. Very large blooms, and long strong stems. A Prize winner everywhere. Height, 4 feet. **Roots \$3.00 Plants \$1.50**

ANNA MAY WONG, I. D. (Stephenson)—This is a full deep bloom of large proportions. The color is spectrum red with a lighter reverse. The deep flowers are held on good stiff stems above a medium tall bush. This one was very attractive with us the past season. We are sure you, too, will like it. Good divisions well matured. **Roots \$2.50**

ARELDA LLOYD I. D. (Smith)—Color, a clear lemon yellow with very light rose suffusion on ends of petals with a clear yellow center, or best described as a yellow Jane Cowl, as form and bush are almost identical. Height, 6 feet. **Roots \$1.25**

BLACK KNIGHT I. D. (Kemp)—The name of this dahlia ought to be sufficient to give you an idea of the color. Dark velvety maroon, almost black. The flowers are of great size, often up to 14 inches in diameter. Plant has a wonderful branching habit. Height, 6 feet. **Roots \$2.00 Plants \$1.00**

BUCKEYE KING F. D. (Peck)—A very large clear glowing amber yellow that won many prizes. The blooms which are large and of good depth are held facing sideways, on good stems, well above the foliage. Tall and very vigorous growing bush. Height, 6 feet. **Roots 50c**

CALIFORNIA IDOL I. D. (Ballay)—Clear, bright, self-colored yellow. In size it ranks with the very largest, growing to 14 inches and more, with corresponding depth, and yet is an extremely refined flower in every sense. It won the American Home Achievement medal at Boston, and the Dahlia Society of California medal at San Francisco as the best undessinated three-year-old seedling. Height, 4½ feet. **Roots \$3.00 Plants \$1.50**

CHAMPOEG I. D. (Crites-Kemp)—The unusual coloring is especially attractive. It is a waxy canary yellow at the center and shades into a soft rose red. Strong sturdy stems hold the flowers well above the rough thick foliage. Height, 4 feet. **Roots 50c**

CITY OF CLEVELAND (Bissell) I. D.—Color, bright scarlet splashed with orange, with a slight blush of gold. A robust growing bush, height, 4 feet. **Roots \$1.00**

CHALLENGER (Chappaqua) S. C.—A brilliant cardinal red bloom on a strong vigorous bush. A Semi-cactus that is easy to grow. A clean open grower with the best of habits. It won two firsts and a special in the recent New York Show. **Roots \$1.50 Plants 75c**

CHATTAQUA SALUTE (F. D.)—This dahlia is by far the purest white of any dahlia known to date, and a prolific bloomer. The flowers, which average between 7 and 8 inches across, literally cover the strong growing bush with blooms, giving it the effect of a huge bouquet. Height, 4½ feet. **Roots 35c**

CITY OF WELLSTON F. D.—This is what I believe to be the greatest flower of its coloring ever put on the Market. Color, Rhodamine purple, reverse rose purple, bourne in abundant profusion from early summer until killed by frost. Height, 5 feet. **Roots 35c**

DEAN ANDERSON (Mad River Gardens) I. D.—Gratifying indeed are the many glowing reports we have on this great Dahlia. A true exhibition type, of a rare, new color,—radiant henna orange. Extra long, strong stems, holding the very large flowers in an ideal position. Bushes about four and a half feet when grown in the full sun. Most luxuriant insect-free foliage. **Plants \$2.50**

Order early and you will not be disappointed.

- DWIGHT W. MORROW** (I. D.)—A gigantic red dahlia that was admired by everyone who saw it. It not only has size but grace. The long, broad petals with a slight twist near the tips, the richness of its color and graceful formation, made it a winner everywhere. Height, 4½ feet. **Roots 75c**
- EAGLE ROCK FANTASY** I. D.—The blooms of this variety are not only large in size but beautiful. Color, Clear mallow pink or violet rose with silver shadings. The flower is composed of long broad petals, tapering and tastefully notched at the tips. Height, 4½ feet. **Roots 75c**
- EDWARD THOMAS BEDFORD** I. D.—A very striking dahlia of a bright cerise color with a silvery reverse. Height, 4½ feet. **Roots 35c**
- ELEANOR ROOSEVELT** F. D. (Veile & Mendham)—A sensational white dahlia of immense size. Blooms up to twelve inches. Height, 4½ feet. **Roots \$1.25**
- ELISSA LANDI** F. D.—Color is jasper blended with warm buff, giving an effect of brilliant orange. Blooms average 8 to 9 inches without forcing. Height, 5 feet. **Roots \$1.00**
- EMANUEL'S BEAUTY** F. D. (Mendosa)—Color, pleasing combination of lemon—yellow with scarlet suffusion. Strong grower. Height, 5 feet. **Roots 35c**
- EMINENCE** F. D. (French)—The name indicates the color. A giant pleasing red. A very sturdy grower and free bloomer. Plant grows to an average of 7 feet, with a wonderful branching habit. **Roots \$3.00**
- EVA HUNT** I. D. (Hunt)—Waxy white with wide, heavy petals, with a texture almost like that of a lily. Centers are full and high. An unusual feature is the dark green foliage on a white dahlia which is a striking contrast. Height, 5 feet. **Roots \$1.00**
- FRANK SERPA** F. D. (Serpa-Salbach)—General effect, light amaranth pink, produced by petal tips of mallow pink that grow lighter toward the base of the petals, paling to a delicate orchid pink. This two-toned effect gives the flower a beautiful, clear, crisp appearance that makes it a real aristocrat. Holds its color well under artificial light. The blooms are very large. Height, 4 feet. **Roots \$1.00**
- FRED SPRINGER** (F. D.)—Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or hedge. **Roots 50c**
- FOREST FIRE** I. D. (Dahliadel)—In the bi-color classes this variety should have a wonderful future. Forest Fire has distinct lemon yellow for about one-third the length of the petals, then shaded to rich scarlet toward the tips enhanced by clear yellow petaloids. Height, 4 to 5 feet. **Roots \$1.50**
- GOLDEN GOBLIN** (F. D.)—A huge golden ochre with broad thick flat petals that roll back toward the stem, giving it a great depth. **Roots 50c**
- GRACE CURLING** (S. C. - I. D.)—A charming dahlia of good size. Color, bright lilac with a trace of white at the base of petals, which are cleft, adding interest to the form. Height, 5 feet. **Roots 50c**

When better dahlias are grown, I will grow them.



GEORGE WASHINGTON

GEORGE WASHINGTON

I. D. (Sutcliffe-Parrella)—

A great dahlia named in honor of the Father of our Country. Deep rose-pink with silver tips, but the tips are not on all petals. Large flower and a very fine formation, looks something like Sharizad, but a more refined flower. The color deepens at the base of the petals. Perfect stems and has a wonderful growing habit. A tall plant with wonderful branching habits, and a very fine dark green foliage, insect resisting. Growing this dahlia once means it will have a choice spot in your garden every year.

Roots \$3.50 Plants \$1.75

GOLDEN STANDARD S. C. (Downs)—A dahlia that was very much needed in this class. A very showy variety of large size. Color, a golden tan, blushed with tints of amber and bronze. The blooms are held facing on long stiff stems. Plant averages 6 feet. **Roots \$1.50**

We want to thank those who have sent to us Seedlings for trial this past season. Assure you we have given them the best of attention. We would appreciate receiving more of them for the coming season providing they are good. We will do all we can to put them over.

If there is any variety that you're interested in and don't find listed, write to us, we may be able to accommodate you, as we have many more varieties but only in small quantities, and that is why we have not listed them.

To grow better dahlias, we urgently request all readers and customers to subscribe to the FLOWER GROWER MAGAZINE. This is one of the finest Publications on Gardening in general, on dahlias particularly. For more information regarding a subscription write to the J. B. LYON COMPANY, (Publishers), ALBANY, NEW YORK.

My tubers are not forced, but grown in heavy soil.

GRAND SLAM (Hulin-Parrella)—Here is the best true to type Semi-Cactus we have ever seen and a color combination all its own, bright rose, citron yellow, and light pink. The 9 to 10 inch blooms are held well on good stems. Winner of three Sweepstakes, five firsts and a special award at four Northwest shows. You can make a **GRAND SLAM** with this beauty. Stock limited. Height, 4½ feet.

NOTE: — **GRAND SLAM** is on Mr. Hart's Honor Roll in the "Flower Grower Magazine," Mr. Barron's Review in the "American Home Magazine" and Mr. Eldredge's Review in the "Mid-West Dahlia News."



Roots \$3.00 Plants \$1.50

GRAND SLAM

HILLCREST MANDARIN I. F. (Scott)—Color, Oriental Scarlet, flushed and shading to a golden yellow, with a golden yellow reverse. The petals twist and curl in a most artistic manner, giving the huge flowers size and depth. Height, 5 feet.

Roots 75c

H. R. S. I. D. (Seal)—The blooms are large and deep. The petals are long and broad, and twist and wave in a most enhancing manner. Color, golden yellow throughout; no other shade or tint. The flowers are held on strong stems, with insect-resistant foliage. Height, about 5 feet.

Roots \$1.00

HUNT'S VELVET WONDER I. D. (Hunt's-Burnett Bros.)—An Honor Roll dahlia. Another giant of great beauty. Color, bright violet burgundy. Blooms up to 15 inches. Stands erect on a fine stem, and disease resisting foliage. Height, 5 feet.

Roots \$2.00

INDIANA MOON (I. D.)—This is truly a giant dahlia with a pleasing combination of color described as flesh ochre with lines of special pink.

Roots 50c

IRENE ANDERSON (H. C.)—Huge blooms, often 10 inches across. Rosy, purplish cerise, heavily tipped white good stems. A very attractive Garden Dahlia, and showy exhibition flower. Height, 5½ feet.

Roots \$1.00

IROQUOIS SUNBEAM F. D. (Toth)—Color of this giant dahlia is delightful blend of salmon shading to rose. Early and prolific bloomer. Fine branching habits, insect-resisting foliage. Plants average 6 feet.

Roots \$1.25

1938 Super Dahlias March on

JANE COWL (I. D.)—A massive large flower with great depth that is still winning more than its share of prizes. Color, a glistening bronzy buff and gold, blending to a deeper shade at the center. Height, 6 feet. **Roots 25c**

JANE ROSS (Delight U-'35)—A very attractive shade of light purple, almost magenta, good in every way. Fine stems for such large flowers. **EXTRA.**
Roots 50c

JEAN TRIMBEE (S. C.)—This beautiful dahlia was originated in Canada, and owing to its huge size, color and petal formation, won many prizes here. Color, a rich petunia violet and many blooms close to 12 inches in width and 7 inches in depth. An unusual and outstanding variety that drew plenty of attention. Height, 5½ feet. **Roots 50c**

JERSEY BEACON (F. D.)—The most spectacular of the Jersey family. Color, a bright Chinese scarlet with a buff reflex, giving it a two-toned effect. Height, 4½ feet. **Roots 25c**

JERSEY BEAUTY (F. D.)—Large pure pink, on long erect stems and still in great demand as a florist flower. Good keeper. Height, 6 feet. **Roots 25c**

JERSEY'S DAINTY (Incurved Cactus)—One of the best white cactus Dahlias to date, being a free bloomer and a good keeper. Good stiff stems.
Roots \$1.00 Plants 50c

JIM MOORE (Loller)—It is distinctive in form and color. The petals are long and regular, rolling back at tips, while the color is a primrose yellow shaded gold and suffused salmon. A good healthy grower. Height, 4 feet. **Roots 35c**

J. K. ALEXANDER, JR. I. D. (Alexander)—Giant blooms of great depth and wonderful formation. Color, a deep scarlet with slight lines of gold on edge towards the tips. It is a large full flower with the petals closely set. They are held facing sideways on long, strong stems, with fine, large, heavy, insect-resistant foliage. Received an Award of Honor at the Georgia Experimental Station. Height, 4 to 5 feet. **Roots \$1.00**

JOSEPHINE G—S. C. (Grosscross)—Color is very pleasing true rose pink of a bright shade, soft petals tipped yellow. It makes a wonderful, sturdy bush, with flowers held well above the dense foliage. Height, 4½ feet. **Roots 50c**

JESSICA DRAGONETTE (Semi-Cactus)—Large blooms of buff apricot suffused peach and mauve. The huge flowers have perfect form with beautifully pointed petals. An exceptionally strong grower that gives an abundance of exhibition flowers on real stems. **Plants 75c**

Yonkers, New York
October 19th, 1937

My Dear Mr. Parrella:—

I wish you to know that I have had excellent results from your dahlia bulbs. Every one has bloomed and we are delighted. Apparently, this was not a good year in other places, but mine have been very satisfactory. No borers. Sincerely,

F. A. BERGHANE

Great Neck, Long Island, New York.
August 17th, 1937

Dear Sir:—

I am having quite good luck with the Dahlias I got from you this Spring, but what am I to do to kill the Japanese beetles which are destroying the buds and flowers? If you have anything to suggest, I would appreciate it. Yours Very Truly,

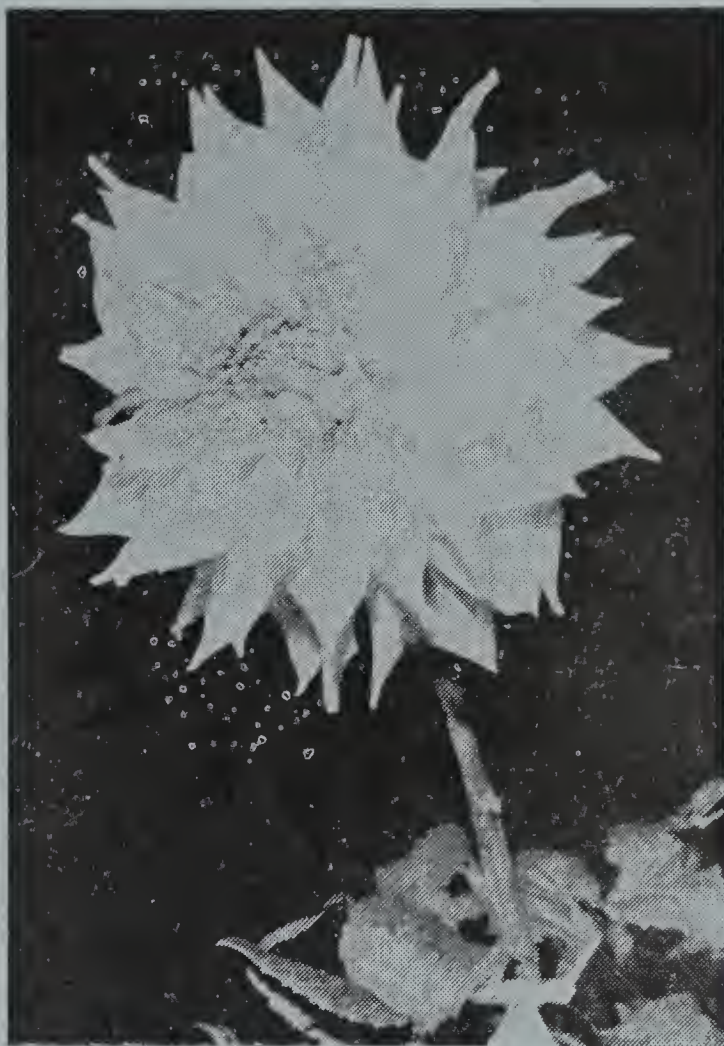
LOUIS A. TUVIN

The dahlias of yesterday were marvelous, dahlias of today these have surpassed with the co-operation of the growers, the progress shall last.

JULIA IRENE I. D. (Parrella)—

Color, in effect pink but in more details is a rose-pink with pencillings, or streaks, of deep rose. Blooms of immense size with petals flaring wide open and turning to back as the bloom grows older. Stems stiff as cane holding huge bloom facing well above the foliage. Plant, vigorous. Foliage, abundant and healthy. Julia Irene is a grand dahlia in every respect; for size, beauty, and quantity, it cannot be beaten. This is one dahlia that has come to stay. If you want a garden full of beautiful blooms, grow Julia Irene this coming season. Julia Irene is a Seedling of Kathleen Norris, but a finer grower and will produce three times as many blooms as the original parent. We are quoting the exact words received from Mr. D. D. Long of the GEORGIA EXPERIMENTAL STATION, "This variety is especially recommended for trial by those who found the Kathleen Norris variety difficult to grow in their respective garden." Height of plant, 6 to 7

feet. Roots \$5.00 Plants \$2.50



JULIA IRENE

KENTUCKY SUN (White) F. D.—Probably the greatest yellow formal decorative to date. Winner of American Home Achievement Medal, Louisville, Ky., and on three Honor Rolls. We predict a great future for this fine, rugged variety, and describe it as a naturally large flower with great substance, of a bright golden yellow. Flowers carried well up out of the foliage, on the best of stems. A clean and vigorous grower.

Roots \$3.50 Plants \$1.75

KATHLEEN NORRIS (I. D.)—Color, a true rose pink, deepening to a mellow pink, but paler in the young central petals. A flower of gigantic proportions. The petals are long, broad, with twisting ends that enhance its beauty. The blooms are held facing on cane-like stems. Height, 4 feet. Roots 50c

KAWEAH I. D. (Meussdorfer)—Color, a deep, clear rose cerise, center of petals shading to a rich cardinal, and when fully matured, shades lighter towards the petals to a mauve or orchid color. The blooms are giants and are held facing sideways. Height, 5 feet. Roots 75c

LAVENDER LASS F. D. (Salbach, 1936)—Previously called "Lavender Lady." Color, clear delicate lavender, shading deeper at tips of petals. A good doer everywhere, as is evidenced by a note from one of our Texas customers, who states "Lavender Lady (Lass) is beautiful beyond description." A "Best Keeper." Height, 5 feet. Roots \$2.00

LOUISE BATES S. C. (Cordes-Eastman)—A very spectacular dahlia of immense size. Blooms averaging well over 12 inches across. The color is a beautiful mellow pink, with a phlox purple center. A most prolific bloomer as well as an artistic and grand exhibition dahlia. Height, 5 feet. Roots \$1.50

No business transaction is complete without both parties becoming satisfied.

PART OF LETTER RECEIVED FROM THE WELL KNOWN MR. A. SWOBODA
OF RIDGEFIELD PARK, NEW JERSEY

92 Seventh Street, Ridgefield Park, N. J.
November 26th, 1937

Dear Mr. Parrella:—

I have been wanting to write to you for the longest time and since you ask my opinion on some of the new introductions of last year I wish to say that some of your new ones have given me much pleasure and satisfaction in growing.

There is first of all A. L. Alexander which you have now renamed **Dr. Marshall Howe**. It is certainly a great dahlia and worthy of a great name in the dahlia world. It may never win the prize at any Show for the largest bloom but when it comes to beauty, perfection and lasting qualities your new dahlia Dr. Marshall Howe has few equals. It may also interest you that Mrs. Swoboda showed three specimen blooms in the purple class at the Monmouth County Horticultural Society Show at Rumson, N. J. and that these three blooms won the blue ribbon over 3 Hunt's Velvet Wonder and other purple entries. It is a dahlia without faults, a vigorous grower with beautiful dark foliage and excellent stems. The only shortcoming might be that it cannot be grown to a tremendous size.

While speaking of the Rumson Show I might also mention that another dahlia of yours was greatly admired, viz. **Phyllis Knight**. We had two blooms only and were lacking one to show it in the three Pink class, but these two specimens together with Milton Cross, Amelia Earhart and one other bloom won easily the blue ribbon in the Five assorted bloom class. To win a blue ribbon at Red Bank is always an achievement, because the Monmouth County Horticultural Society Show is one of the finest in the East.

Phyllis Knight is a wonderful pink and a dahlia with decidedly a future. I am not quite sure of its maximum qualities but it will be one dahlia I do not want to be without. Sincerely yours,

A. SWOBODA

Bernville, Penna.

Dear Sir:—

I am sending you a newspaper clipping about my seedling dahlias that I have grown from your seed. I had three of them at our Flower Show. They did not photograph them because there was no suitable background for them. Well, I was very proud of them anyway. I took First Prize for my dahlias again this year. I am also sending you a photograph of the first seedling that bloomed for me which was a pink and yellow cactus that closes at night. You will see by picture that it was not entirely open at time it was taken, the weather was somewhat cloudy and I took it at the first sign of sun. Also, I am not a good photographer as you can see, but anyway it will give you an idea as to type and size. The ones I had at the Show were a large yellow I. D. I would call it about 9 inches, and the other was sort of a combination of colors, very pretty but I don't believe I can describe it for you. If we do not have frost too early I will have a bloom of each one of them, if it were possible I could send you the blooms if you would care to see them, and you would tell me how to treat them for mailing so they would arrive in good condition. I kept them in an Electric Refrigerator for two days before exhibiting them, and they were just fine. The last mentioned measured almost 11 inches. Some people came especially to see the Seedlings, they could hardly believe they were grown from seed sown in March. If I have enough space I am sure to send for more seed in the spring. I want to thank you for your kind information about spraying the flowers, I am sure if it had not been for that I would not have taken first honors at the Show. I am, Sincerely Yours,

MRS. CHARLES WENGERT.

HERE IS A PARTIAL REPORT RECEIVED FROM PROF. HUEY, OF EWING, KENTUCKY

TOWER'S EMPIRE, good last season, was unusually fine this season. I think no variety in the garden gave more high class blooms, and they were rigidly held on good canes, even during the unfavorable weather.

INCANDESCENT bloomed early and well. It is an attractive flower of fine size and depth and held up well in the sun. The rosy tinge on the buff makes an unusual color combination. Plant was vigorous and of excellent growth.

A. L. ALEXANDER very outstanding, the most promising new purple I have seen. Medium in plant height, of splendid growth habits, and gorgeous big blooms on perfectly rigid canes of good length. A purple with burgundy shadings that really stands out in its class. I wonder if this is not the 1938 you are releasing under the name of the late DIRECTOR MARSHALL A. HOWE. If it is, it is a grand dahlia to offer tribute to a grand man.

JULIA IRENE a pink of definite promise. Plant made vigorous growth, foliage was good, canes stiff and of good length and the big pink bloom stands out. We were impressed with the marked vigor of this dahlia, although the plant does not become coarse in its proportions.

If I cannot convince you, my stock will.

MAN O'WAR (Boone-Ruschmohr) I. D.—It is a fine garden variety on account of its splendid habits and one of the best keepers among the large flowered varieties. The color is a rich, dark carmine red, but with plenty of glow and life. Also a variety that will bloom with the earliest and continue right on up to frost. Roots \$1.00

MARGARET WOODROW WILSON I. D. (Fisher & Masson)—Large broad-petaled flower with petals pointed and twisted. Color, opalescent pink. Stem and plant excellent. Height, 4 feet. Roots 25c

MARGRACE I. D. (Bissell)—We take great pride in presenting to you this prize winning dahlia. Color, brilliant scarlet, tipped and striped with gold. In hot weather the gold is not so prominent. It is a very deep flower with an exceptionally fine stem that holds the flower erect to facing. Roots \$2.50 Plants \$1.25

MAY ROBSON S. C. (Chappaqua)—Here is a dahlia of real charm. A beautifully formed flower of clear bright pink, brighter in tone than Kathleen Norris. A true semi-cactus, with straight stem, holds the flowers erect and facing. Very sturdy bush. Height 5 feet. Roots \$2.00 Plants \$1.00

MISS LONG ISLAND I. D. (Jeffords-Parrella)—A tall grower with splendid habits and a very attractive plant. The color is bright watermelon pink. Some of the petals show tips of silver. It is a bright sparkling color and a very pleasing clean cut flower. Unusual disease and insect-resistant foliage. Height, 6 to 7 feet. Roots \$1.50 Plants 75c

MOON-GLO F. D. (Parrella-Hulin)—Color lemon yellow. High center which gives it a distinct glow. A few occasional petals show a white streak along the edge which disappears as the bloom opens. A large flower on cane-like stems. An open bush and insect-resisting foliage, has all the good points of a fine dahlia. On Mr. Johnston's Revue in "House Beautiful" Magazine. Height, 4½ feet.

Roots \$2.00
Plants \$1.00



MOON-GLO

Once a customer, means you will always be a customer.

MRS. E. HOWELL, I. D.—Extra large and of a rare color, purplish mulberry and rose. Stems always strong and erect. Very good. **Roots 50c**

MRS. ELLA WORTHERN I. D. (Garritty)—Excellent variety of salmon pink with narrow twisting petals. Large blooms on fine stiff stems. Winner of many prizes in all parts of the country. Lovely always. Height, 5 feet. **Roots \$1.00**

MRS. FLEM SAMPSON, I. D. (Garritty)—Beautiful yellow on long stiff stem that holds the large blooms way up in the air. Tall grower and one that won many prizes. You will like this. **Roots \$1.00**

MRS. G. M. MIDDLETON I. D. (Hall)—Very dark oxblood red of pleasing formation. The blooms are large and the petals are very wavy. Height, 4 feet. **Roots \$1.00**

MRS. J. K. ALEXANDER—The best clear butter-cup yellow dahlia ever introduced. A 12-14 inch flower, free flowering, long stems, and is a REAL dahlia, a noble flower. Height, 4 feet. **Roots \$1.00**

MRS. GEORGE LE BOUTILLIER I. D. (Smith-Ruschmohr)—Color, deep crimson. The blooms are exceptionally large and are held erect on long stems. Height, 4½ feet. **Roots \$1.25**

MRS. WALTER M. JEFFORD'S F. D.—Color, clear primrose base with vermilion showing at the end of petals. A very large dahlia, and a fine grower. Height, 4 feet. **Roots \$1.00**

MURPHY'S MASTERPIECE I. D. (Murphy)—This is a true gigantic dahlia and a real prize winner. Color, dark red that never burns in the hottest sun. Flowers are erect on cane-like stems. If you want to win at the Show, do not overlook this one. Height, 5 feet. **Roots \$2.00 Plants \$1.00**

MYRA HOWARD I. D.—The color of this dahlia being a glowing combination of saffron yellow and gold with tints of salmon. The entire effect being ochreous orange. A wonderful plant and thrifty grower, producing giant blooms freely on long rigid stems. Height, 6 feet. **Roots 50c**

MRS. W. F. LORD F. D. (Pike-Parrella)—A grand dahlia from Canada. Color, a bright gold with tints of peach pink on reverse. Gold deepens to a golden orange to the center of the flower. This marvelous dahlia started its prize winning career in 1933 and continued in 1934, when it won the "Morley Mackenzie Cup" for the best seedling at the Toronto East Dahlia Society Exhibition. Also won as largest and best bloom at the 1934 Scarborough Show. A 1935 winner. The unusual formation and the fine long, wide and pointed petals, makes this dahlia very outstanding. This dahlia is on Mr. Derrill W. Hart's Honor Roll in the "Flower Grower" as well as on Mr. Johnston's Review in "House Beautiful." Also on Mr. D. O. Eldredge's Revue in the Mid-West Dahlia News. Height, 4 to 4½ feet. **Roots \$3.50 Plants \$1.75**

OMAR KHAYYAM (F. D.)—This much admired giant. Color, a Chinese red, at the base of petals and shading to a bright orange and tipped lighter, giving the huge blooms a wonderful soft color effect. Height, 5 to 6 feet. **Roots 50c**

The more you do for the dahlia in the growing season, the more the dahlia will do for you in the blooming season.

ORIENTAL BEAUTY (S. C.)—This is a true pink dahlia. A good sized flower on a fine stem, and very artistically formed. The petals gracefully curl and twist, making this flower very attractive and desirable. Height, 5 feet.
Roots 50c

OAKLEIGH MONARCH F. D. (Oakleigh Gardens)—It is bright cerise red color—quite unlike any other introduction of recent years, and the keeping qualities, for such a large Dahlia, are remarkable. By actual test, blooms of Oakleigh Monarch have kept for seven to ten days in perfect condition after it is cut. Oakleigh Monarch scored 86.9 at East Lansing, and we recommend this dahlia very highly for its fine performing qualities. Height, 5 feet.
Roots \$2.50 Plants \$1.25

OAKLEIGH PRINCESS—Another sensational new Honor Roll Dahlia. A semi-cactus of immense size and in a beautiful new color—lemon yellow overcast scarlet red. Blooms, 8 to 12 inches in diameter, held erect on strong, stiff stems. Certificate of Merit winner and on latest Honor Roll. Height, 4 feet.
Roots \$2.50

ORCHID QUEEN (Chappaqua) Informal Decorative—Blooms of rich orchid-pink of great size and beauty. They are held erect on perfect stems. They are huge in size, heavily petaled, and of great depth. Flowers normally grow 10 to 12 inches on bushes 5 to 6 feet high. Clean open growth, with blooms held well out of the foliage.
Roots \$2.00

ORINDA (Frazier) I. D.—Roseline purple, or deep orchid. Bushes are very rugged. Flowers are very large.
Roots 50c

ORIENTAL GLORY I. F. (Swartz)—Color is cadmium orange, overlaid with scarlet; center and reverse heavily shaded scarlet, a truly beautiful color. The flowers which are large and of great depth, are held on strong stems, and in great profusion, well above the robust bush that averages about 5 feet.
Roots 75c

PALO ALTO (S. C.)—A real giant, the color of which is clear, bright salmon, shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centers. Well recommended as a winner.
Roots 75c

PASTEL GLOW (I. D.)—Color, white with mellow purple reverse, which shows through giving a glow of orchid-violet iridescence. The large size blooms are erect on fine stems. This is one dahlia that shouldn't be overlooked. An Honor Roll dahlia. Height, 4 feet.
Roots 75c

PRINCE OF PERSIA (I. D.)—A very striking bright red exhibition dahlia of the most iridescent rich glowing crimson, the petals of which are of great depth and substance, making an unusually deep and attractive flower. Height, 5 feet.
Roots 50c

R. A. BROOMFIELD (I. D.)—The color is a glorious saffron orange flushed with rose. Stems are stiff and strong but not clubby. They are always straight. The foliage is dark green, heavy, and of leathery appearance. The plant is a fine clean grower and makes a thrifty bush about 5 to 6 feet high.
Roots \$1.25

ROBERT E. LEE (S. C.)—The color is a bright luminous cardinal red, reverse of petals lighter that will not burn or fade in the sun. The blooms are held from facing to upward on very good stems. An exceptionally free and prolific bloomer. Height, 4½ feet.
Roots 25c

If you have never tried my Dahlia Seeds before, try now and be convinced.



ROYAL ROBE

ROYAL ROBE I. D. (Sigismondi-Parrella)

—Color, rich royal purple. The reverse shows a definite silver shading that in no sense is a faded color, but gives the purple a clear brightness. The huge blossoms are borne on long and cane-like stems which never droop. This is a seedling of Jane Cowl, and like the original parent, it is a tall growing bush with a fine foliage, insect-resisting. This particular variety never shows a center. Height, 5 feet.

Roots \$2.00 Plants \$1.00

ROBERT EMMETT I. D. (Maroney-Dahliadel)—This grand dahlia is a cardinal red, with a velvet texture; the flowers are of good size and are held facing sideways on best of long stems. Height, 4 feet. **Roots \$1.50**

ROYAL PURCHASE I. C. (Nunneville)—Color, a deep straw yellow; outer petals suffused pink. The petals are long and slender, twist and turn, giving the huge flowers a most pleasing effect. The blooms average 10 inches and over and are held facing sideways on very long, straight, stiff stems, a great exhibition dahlia. Height, 5 feet. **Roots \$3.50 Plants \$1.75**

ROYAL SALUTE—Here is one of the best new Inf. Decoratives we have grown. Was also a seedling grown by an amateur. The plant is strong and sturdy, tall growing. The blooms are huge, rich red in color, with tiny white petaloids all through the blooms, deep down. Every bloom is perfect on perfect stems. **Roots \$2.50**

ROCKLEIGH MOON, F. D. (Taylor)—Light lemon yellow of medium size on bushes that are very vigorous. The stems are stiff and the blooms keep well. **Roots 75c**

RUBY TAYLOR, I. D. (Garrity)—Deep large flowers of velvety carmine are a general favorite with all. The bushes are strong growers about five feet. Stems always good. **Roots \$1.00**

RUDY VALLEE (S. C.)—A very pleasing flower to look upon and one that attracts instant attention in the garden. When the flower first opens it is chrome yellow at the center, graduating to grenadine red as it opens. **Roots 50c**

SALEM PRIDE (F. D.)—Color, reddish violet, suffused, streaked and lightly tipped white. Try and picture a dahlia with this coloring. Blooms up to 10 inches **Roots 35c**

SALLY B I. D. (Almy)—A most beautiful pink and a seedling of Kathleen Norris. The bush is taller than its parent and the blooms are better keepers. Rather flat in formation but deep enough to make a fine large flower; 10 to 12 inches is not uncommon. Height, 4½ feet. **Roots \$1.00**

For better dahlias join the American Dahlia Society

SARAH JANE I. D. (Galvin)—A fine clear yellow dahlia. A 9 inch, well formed flower on cane-like stem. The petals are mitered and curved at the tips, giving this flower a very artistic appearance. Height, 5 feet.

Roots \$1.25

SATAN (S. C.)—Here is one that should be in every garden. Color, a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems! The blooms regularly measure from 10 to 12 inches in diameter Height, 5 to 6 feet.

Roots 75c

SHAHRAZAD (I. D.)—Described by the originators as a deep pink Jane Cowl, and early and very prolific bloomer. The blooms are of great size and substance as well as depth. The large blooms are held erect on long, strong cane-like stems. Height, 5 feet.

Roots 50c

SNOW CAP F. D. (Fraser) A very fine white with just a little cream cast. Centers are always full and deep. Strong stem and good cut flower. Height, 5 feet.

Roots 50c

SONNY BOY I. D. (Nunneville)—This giant dahlia is of old rose, slightly striped and tinged old gold, and attains great size in the open field, and we can highly recommend it as a very hardy variety. The huge blooms, which are also of great depth, are held facing sideways on long sturdy stems. Height, about 4 feet.

Roots \$1.00

SALEM STREAMLINE—Informal decorative that has about everything a good dahlia should have—substance, size, stem, color—old rose suffused with carmine rose; unusually high center and petals fold almost back to the stem. A genuine streamlined dahlia.

Roots \$2.50

SPOTLIGHT (Hulin)—A new Informal Decorative of a most delightful color. Sulphur yellow shading, lighter at the tips and nearly white reverse. Petals curl in a most pleasing and fascinating manner. Winner of American Home Achievement Medal at Seattle in a strong class, also at the show of the Washington State Dahlia Society of Tacoma. It won first and sweepstakes. Height, 4 feet.

Roots \$1.00

STAR OF BETHLEHEM (S. C.)—Flowers are pure white with fine pointed petals, with a large, high tight center. The blooms are large and of good depth. The bush is always covered with blooms which have the shape and appearance of huge stars. Height, 4½ feet.

Roots 50c

SULTANA I. D. (Broomall)—Color is scarlet shading a gold. Plant grows vigorously under all conditions and the root produces fine large flowers on good stems.

Roots 50c

SULTAN OF HILLCREST F. D. (Scott)—A large flower of unique form, color, lemon yellow, with reverse of rosy pink, the outer petals recurving towards the stems, giving the flower an unusual color effect. The huge flowers are held on good, strong stems. Height, 4½ feet.

Roots \$1.00

THE COMMODORE (I. D.)—A nice clean growing, bright lemon yellow. Won American Home Achievement Medal and A. D. S. Certificate. Petals large, centers full with flowers of loose and open formation. Good stem, and a very large size flower.

Roots 35c

THE FIREMAN I. D. (Success)—A striking cardinal red, with golden flushes and golden tips. The petals are long and wavy, and twist gracefully near the tips. The flowers are large and are held facing sideways on long, stiff, stems. Height, about 6 feet.

Roots \$1.00

Parrella's Dahlias have proven to be best by test.

THE OLYMPIAN—This dahlia can easily be grown to 12 inches across and 6 to 7 inches in depth. Bright orange red in color. Extra long clean stems that can be cut 4 feet long. Very free bloomer. Tall plants. Late blooms show a pollen center, but those are fine for cutting as it is a good keeper in water. **Roots \$2.00**

THE OREGONIAN (I. D.)—The dahlia with a golden sheen. One of the really big ones—it's easy to grow blooms 11 to 12 inches across, upright on stems as stiff as a rod. One of those big bronzy dahlias deeper in color than most of them. Color is rich golden bronze with rose reverse and we have never had an imperfect bloom. **Roots \$2.00**

TOWER'S EMPIRE I. D. (Tower-Parrella)—Immense blossoms of a clear gold with a deep amber shading at the center, on the best of stems. Blossoms can be grown to a very large diameter. This variety has a wonderful branching habit. Height of plants average about 8 feet. Unusual and insect-resisting foliage. This dahlia deserves a place in the best of gardens. **Roots \$1.50 Plants 75c**

THOMAS EDISON (F. D.)—A gorgeous royal purple dahlia with a sheen of velvet. The flower is of staghorn formation which adds greatly to its beauty. Blooms with great profusion from early to late. **Roots 35c**

VIN WELL BLUEBIRD (Blamer-Parrella)—Formal Decorative—10x5—5 foot bush. A large blue purple which can be grown very large for exhibition or grown commercially is very prolific. 12 to 15 seven inch bloom not unusual. Stem straight and strong. Never tips. **Roots \$1.00**

VIN WELL ARGONANT (Blamer-Parrella) F. D.—Color, Apricot shading to a yellow center well formed flowers of 9 inches in diameter or more; blooms are erect on cane-like stems. Plant is a strong vigorous grower and self branching with insect resisting foliage, a fine grower and very reliable. Height 5 feet. **Roots \$3.50**

VIN WELL FAIRY I. D. (Blamer)—Color, a pure white and one of the best white dahlias we have grown. This particular variety stands all kinds of abuse of the elements, and especially the hot weather. It does not bruise or burn. Size of blossom averages 8 x 4 inches. Height 5 feet. **Roots 50c**

VIN WELL TITIAN I. D. (Blamer-Parrella)—Color, autumn; technical color description. Lemon-yellow, lightly tinted coral red, reverse more heavily tinted. Flowering habit, very good. Date of first bloom, August 5th. Substance, good. Stem, 4¼-16¼ inches, strong, stiff, somewhat bowed; flowers half facing. Habit of plant, strong, vigorous, heavily branching. Health, excellent. Diameter of flower, 7½-11 inches; depth, 3½-5¼ inches. Height, of plant, 4½-5½ feet; spread, 2½-4 feet. (A very large flower.) **Roots \$2.50**

W. J. IRWIN (I. D.)—Color, deep pink. Immense flower on cane-like stem. A wonderful producer. Height, 3½ feet. **Roots 25c**

WHITE WONDER (I. D.)—Bloom, 11x7. A pure white dahlia. The giant blooms are well formed with long pointed, twisted and curled petals. Gives the flower a light fluffy appearance. This dahlia comes to us as a cross of Fort Monmouth and Ida Perkins. On Mr. Hart's Honor Roll. Height, 5 feet. **Roots 50c**

WILLIAM J. RATHGEBER (I. D.)—Color, deep Tyrian rose, suffused with a soft translucent glow. The petals are long and broad, with a slight wave near the tips of the outer petals. Exhibition blossoms of 10 to 12 inches in diameter and of great depth can be attained with a minimum of dis-budding. The stems supporting the huge blossoms are exceptionally long, straight and sturdy, and hold the flower at a 45 degree angle, well above the medium tall robust bush. **Plants 50c**

WENOKA F. D.

(Hulin-Parrella)

A huge decorative of a solid Rosy Mauve or deep magenta. This is the flower that caused such a sensation at East Lansing trial gardens where it won a certificate with a score of 88, only one variety scoring higher. On two honor rolls this year and this is what Mr. Hart says about it: "One of those large perfect dahlias that makes dahlia growing look so easy. A true formal type that will be a sure winner in these classes. One of the best new dahlias on the West Coast and also outstanding at East Lansing and the New York Botanical Garden. The color is a shade lighter than American Beauty Rose. For perfection of bloom, true type and splendid growing habits this dahlia has made a fine impression."

Roots \$2.50 Plants \$1.25



WENOKA

YOUTH I. D. (Parrella-Hulin)—A gorgeous Bi-Color of medium size. Color, American beauty, shading to magenta toward the center, tipped white. Outstanding in every respect, unusual formation and resembles a water lily. A fine commercial variety, has a wonderful keeping quality.

Roots \$2.00 Plants \$1.00

BALL DAHLIAS

A. D. LIVONI—Soft pink.

CAROLYN CALL—Clear pink.

JAMES VICK—Purple crimson.

J. C. D.—Red and purple Bi-color.

MAUD ADAM—Clear shell pink.

MRS. C. D. ANDERSON — Rich purple crimson.

STORM KING—White.

VIVIAN—White edged rose velvet.

Any of the above Roots 50c each. Collection of 8 for \$2.75.

COLLARETTE

GRANITE FALLS—An exceptional beautiful collarette. We recommend this dahlia very highly. The flowers are light red with a yellow collar.

Roots 75c

EXHIBITION POMPON DAHLIAS

AMBER QUEEN—Red.	ZOE—Yellow.
ARIEL—Buff.	IRENE—Lavender.
CECIL—Red.	IROQUOIS FLAME—Red.
DAINTY MISS—White with an over- cast of pink.	JOE FETTE—White.
HAZEL DELL—Rosy pink.	LITTLE BELLE — White overcast with lavender.
HELEN ANITA — Lavender white center.	LITTLE EDITH—Bronze.
HONEY—Yellow edged red.	NERISSA—Light pink.
	YELLOW GEM—Yellow.

PRICES: Any of the above Roots, 50 each. Any 6 varieties for \$2.25.
The whole collection of 15 for \$5.00

SINGLE DAHLIAS

DELIGHT—Deep wine.....\$.50	KITTY—Light pink.....\$.75
FRAGRANCE, Red, edged white .50	TANGO CENTURY—Orange and Gold50
FUJI SAN—Gold, with red color at base75	YELLOW DOG WOOD—Yellow .75

COLLECTION: 1 root each of the above 6 single varieties, \$2.50

SPECIAL COLLECTION OFFER

As an introduction of my stock these offers are all special, and all made up from A No. 1 Stock. No substitute, but I reserve the right to refund you the money back if I am sold out. First come, first served! One healthy root each of the following:

No. 1 (a)	No. 2 (a)
Incandescent\$5.00	Mrs. George Le Boutillier.....\$1.25
Mason's Purple Beauty..... 3.50	Tower's Empire 1.50
Vin Well Princess..... 5.00	Miss Long Island..... 1.50
Mrs. W. F. Lord..... 3.50	Vin Well Bluebird..... 1.00
Hunt's Velvet Wonder..... 2.00	Jean Trimbee..... .50
M Col 1.50	White Wonder..... .50
\$20.50 value for \$12.00	\$6.25 value for \$4.00

No. 3 (a) For \$5.00 we will send you 12 roots, all named and labeled, our own selection, no two alike. Catalogue value at least double.

No. 4 (a) For \$3.00 we will send you 12 roots, all named and labeled, our own selection, no two alike. Catalogue value at least Six dollars.

No. 5 (a) For \$2.00 we will send you 10 roots, all named and labeled, our own selection, all different, no two alike. Catalogue value at least Four dollars.

No. 6 (a) EXTRA SPECIAL; One PLANT each of the following varieties:

American Purity.....\$3.75	Julia Irene 2.50
Incandescent 2.50	Mason's Purple Beauty..... 1.75
Fireball 2.50	Wenoka 1 25
\$14.25 value for \$8.00	

The dahlias of yesterday were beautiful, the dahlias of today are divine, but the dahlias of the future no one knows.

No. 7 (a) One PLANT each of the following varieties:

Tower's Empire	\$.75	Moon Glo	\$1.00
Hunt's Velvet Wonder.....	1.00	Miss Long Island.....	.75
Mrs. George Le Boutillier.....	.65	Mrs. W. F. Lord.....	1.75
\$5.90 value for \$3.00			

NOTE:—To avoid disappointment order early. Stock limited on some varieties.

“SUPER DAHLIA SEED”

Have you been looking for an outstanding dahlia, that you would like to name after yourself, or some beloved friend? If you have, then I have the seed from which these beauties can be raised, as can be attested to by the many visitors to my gardens the past season.

My seed is hand picked and selected from over 300 varieties of Honor Roll dahlias, in my gardens, and it is for this reason, and this reason only, that I can give the following GUARANTEE, that more than 50% of these will show full, double and tight centers, and that among these you will get some that are as good, if not better, than any outstanding variety you have in your garden, no matter what they are.

50 Seeds \$3.00 Net 100 Seeds \$5.00 Net

JUST A FEW OF OUR MANY TESTIMONIALS

Mimico, Toronto, Canada
Dear Sir:—

I understand that Mr. Telford from here told you at New York how well the dahlia seed I got from you did with me and a number of them were real good. They were a surprise to many people who saw them, some of them 8 feet high, several of them I will try to describe:

The most outstanding one is I think nearer to blue than Blue River, a large loose petaled flower every center was closed tight to the end, and every bloom equally good. I would have had about 12 or 14 blooms (terminal buds) on this plant if all had been allowed to grow. I was not able to get a bloom for my Seedling Classes, but it won First Prize in Amateur Class, over 11 or 12 blooms at local show, named varieties.

There are two good yellows, one decorative, and one cactus of semi-cactus. The decorative is very rich in color and very free blooming. This plant had 11 buds and blooms at one time, all side buds had been removed.

Then there is one I could not start to describe, sometimes at dawn you see something like it just before the sun comes up. Another one that is striking is a different shape to anything I have seen in dahlias. The petals lie flat something like a Zennia. Color is white center shading to very pale mauve. Wishing you the compliments of the season.

Yours,
J. DENTON
Montreal, Canada.

Mr. Parrella:—

I am just writing you about the Chrysopocan Seed I got from you. I may say the weather was very bad for three days, the temperature stood at 25 degrees, and everything that was planted early was lost. I had planted your seed about a week before this frost came, but it did not injure them, so you can rest assured that your seed will stand frost, but what a wonderful display I had, admired by every one who saw them, a few yellows would make them perfect. Sincerely,

JOSEPH RILEY

FROM REVEREND MOYER OF PARKERSBURG, VIRGINIA

Now we come to Vin Well Bittersweet. Mr. Parrella you have some flower there. This morning we took 2 blooms from that plant, each 9 inches across, excellent stems, as fine foliage as any dahlia could have, and the color is new and very pleasing and satisfying. It is a true bittersweet, that is more pronounced and lovely under light. I took 4 pictures of these two and if good will send you prints at the end of the week. Dr. Crooks and myself are both greatly delighted with it.

The pictures of Julia Irene scarcely do this fine flower justice. It is the best pink I have ever grown outside of Kathleen Norris for color and beauty of bloom. But in growing habits there is no comparison. Julia Irene is such a rugged grower, stems all that anyone could ask, and I have had as many as 5 full blown blooms out at a time. Some of the blooms are actually deeper than they are broad, for the petals will recurve back to the stem. It should be a fine exhibition flower for it keeps well when cut and blooms right along through the season regardless of weather.

The Marvelous Dahlia is Not Only a Man's Flower—A Lady's as Well.

Brooklyn, New York

Dear Sir:—

Plants arrived in excellent condition and are now doing well in my garden. Thanks a lot for the gratis. I wish to assure you that I certainly appreciate the treatment you give your customers. Consider me a permanent future customer of yours. Very Sincerely Yours,

THOS. W. BIDDLE

Chicago, Illinois

May 2nd, 1937.

Dear Sir:—

I thank you for being so prompt with your delivery. I received the Dahlia Roots in A No. 1 condition, and will say that they are just what I ordered, and no substitution which means a lot to the buyer when he knows that he receives what he orders. I thank you for the extra root you sent me. I Remain,

PETER A. LINSNER

Blue Island, Illinois

May 12th, 1937.

Mr. Parrella:—

I am thoroughly convinced you're a square shooter, and it is a pleasure to deal with a concern like yours. You handle a small order like I send in, with just as much speed and courtesy, as if it was a \$100 order. Yours Truly,

A. R. BLUE.

Ballston Spa

Mr. Parrella:—

I want to tell you I purchased a number of dahlias from different sources, and your toes were the nicest and I had better flowers than from any of the others. I never thought there could be so much difference. I Remain,

FRED A. BURNHAM

In conclusion, we want to thank all our customers, for their fine testimonials. We only regret that space won't permit us to publish all of them. Nevertheless, we want our customers to know we surely appreciate them.

ALBERT PARRELLA

TO GROW BETTER DAHLIAS
JOIN THE
AMERICAN DAHLIA SOCIETY
THIS IS ONE OF THE BEST
INVESTMENTS

Member of



For more information regarding a subscription write to the Secretary of the A. D. S., Mr. C. Louis Alling, 251 Court Street, West Haven, Conn.

AMERICAN DAHLIA SOCIETY,
DAHLIA SOCIETY OF MICHIGAN,
DAHLIA SOCIETY OF VIRGINIA,
CANADIAN DAHLIA SOCIETY, and
OHIO DAHLIA SOCIETY.

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[illegible]

Please make Check or Money Order payable to Albert Parrella

MEMORANDUM

CHRYSTOPCAN THE BEAUTIFUL FLOWER

—o—

SEEDS

... Combination Package 50c

Special combination consisting of the double amount of seed, and varieties, \$1.00.

The CHRYSTOPCAN is a very robust plant and grows on the style of a dwarf dahlia plant, but does not need any stake to support it.

CHRYSTOPCANS begin to bloom about June 15th and keep on sending out beautiful blooms until the latter part of July.



This picture shows a chrystopcan plant in bloom. Note the sturdiness and vigor of this plant, also the stem that holds the flowers erect. Note the size and shape of flowers on plant, which was 4 feet high, also the foliage.

CHRYSTOPCAN DESCRIPTION

Twelve years of careful cultivation has been necessary to bring this beautiful flower to its present high state of perfection. The word beautiful does not describe it. One must see it bloom to really appreciate its rare beauty. Your imagination would need to run riot to gain any idea of the colors and tints.

The flower resembles in many ways the Chrysanthemum, Poppy, Carnation, and some have the shape of Dahlia, so it might be truly said that it is a combination of all these favorites.

The plant attains a height of from 2 to 4 feet. It has long graceful stems and handsome green foliage, forming an attractive bush. Each plant yields from ten to fifteen large and full flowers. One plant last year yielded 27 perfect flowers.

A chemist would probably analyze CHRYSTOPCAN to be composed of the following strains, Poppy, 75 per cent; Carnation, 10 per cent; Chrysanthemum, 10 per cent; Dahlia, 5 per cent; with some plants varying slightly one way or the other.

Most of these flowers are three to four inches in diameter. The petals are of imposing effect. Some are broad, resembling ruffled satin, which others are silky, curly and fringed. The formations are of great beauty, and it is impossible to give an accurate detailed description. Each flower has an attractiveness all its own.

Colors produced to date are: Ashes of Rose, Chinese Red, Pink, Fuchsia, Red, Lavender, Mauve, White, Pink Tipped, White and Scarlet with Light Stripes.

To grow Chrystopcan once means it will always have a choice spot in your garden.



MRS. JAMES ROOSEVELT

MRS. JAMES ROOSEVELT S. C. to I. D. (Parrella-Hulin)—An even grenadine red with streaked yellow reverse, which gives a predominant orange-red effect with yellow tints and lightings. Petals slightly twisting, curling and slightly crinkled. Immense size blooms, 11 inches or more without forcing, with great depth. A very beautiful dahlia in color and form. Something different. Height of plant, 5 feet. This dahlia was named in HONOR of our President's Mother. MRS. JAMES ROOSEVELT received an Award of Honor at the Georgia Experimental Station with the following comment: "So forceful in attention getting value that it approaches the spectacular." (Note)—This dahlia is on Mr. Barron's Honor Roll in the FLOWER GROWER, Mr. Johnston's Futurity in HOUSE BEAUTIFUL and Mr. Eldredge's Review in the MID-WEST DAHLIA NEWS.

Roots \$5.00 Plants \$2.50